DOCUMENT RESUME

ED 033 955 TE 001 613

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TITLE Teenagers Media Habits.
INSTITUTION Quill and Scroll Foundation, Iowa City, Iowa.
Pub Date Sep 69
Note 34p.

EDRS Price EDRS Price MF-$0.25 HC-$1.80
Descriptors Commercial Television, English Instruction, Films, *Journalism, Listening Habits, *Mass Media, News Media, Newspapers, Periodicals, *Reading Habits, Recreational Reading, School Newspapers, *Secondary School Students, *Student Attitudes

Abstract

This study attempted to determine what media most effectively communicated to teenagers, how the media habits of Florida teenagers compared with those in other states, and how the media habits of journalism students compared with those not in journalism. A total of 430 students from Florida high schools and 457 from high schools in other states completed a four-page questionnaire on the amount of time they spent reading newspapers, magazines, and high school newspapers; attending plays, concerts, or exhibits; watching television or movies; and listening to the radio. Also surveyed was what magazines and books they preferred. Tentative conclusions from the study were (1) teenagers prefer electronic to printed media; (2) no significant difference exists between Florida teenagers' media habits and those of teenagers in other states; (3) negligible differences exist between the media habits of journalism and non-journalism students; and (4) English and journalism classes are not teaching teenagers to be discriminating and discerning users of mass media. (The bulk of this report consists of tables showing the results of the questionnaire.) (LH)

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TEENAGERS MEDIA HABITS

A Quill and Scroll Study

By Laurence R. Campbell

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1. Purpose of Study

The purpose of this inquiry by Quill and Scroll Studies is to:

1) Determine teenagers' media habits;

2) Compare media of Florida teenagers with those of non-Florida teenagers;

3) Compare media habits of teenagers in journalism classes with those not in journalism classes.

Obviously this is not the first study of this kind--or the last. Since it is limited in scope, it cannot provide the basis for sweeping generalizations. At the same time it may justify tentative conclusions.

2. Methods

With the cooperation of six high school teachers in Florida and six not in Florida, 4-page questions with answer sheets were circulated among teenagers in the spring semester of 1968 in:

1) Junior English
2) Senior English
3) Beginning Journalism
4) Advanced Journalism
5) English with a Strong Emphasis on Journalism

It is not assumed that courses of a given name or given level necessarily have the same purposes, content, materials, or emphasis in different schools. The answer sheets were returned to the director of Quill and Scroll Studies who arranged for compilation, tabulation and interpretation of that part of the data related to the topic of discussion.

3. Scope of Studies

A total of 887 high school students participated, 430 of them in Florida, 457 in other states. Of the total, 37 per cent were

boys; 63 per cent, girls; 72 per cent were 16 or 17 years old.

Florida high schools participating were:

Boone High School, Orlando
Edgewater High School, Orlando
Florida High School, Tallahassee
Wolfson High School, Jacksonville
Southwest High School, Miami
Plant High School, Plant City

Other high schools were:

Evanston Township High School, Evanston, Illinois
Northside High School, Fort Wayne, Indiana
Northside High School, Fort Smith, Arkansas
Southside High School, Fort Wayne, Indiana
Broad Ripple High School, Indianapolis, Indiana
Piedmont High School, Piedmont, South Carolina

4. Newspaper Reading

On an average school day 75 per cent of the teenagers devote 15 minutes or more to reading the newspaper, but 25 per cent give less than 15 minutes or no time at all to newspaper reading, according to Table 1. There is only a 4 per cent difference in the number of Floridians and the non-Floridians who give less than 15 minutes or no time at all to this activity. Advanced journalism students give more time to newspaper reading than beginning journalism and English students, but there is little difference between beginning journalism and English students.

James R. Hickey and James E. Brinton in Media Habits and Attitudes Toward Media of Colorado High School Students (1967) reported 43 per cent gave 15 minutes or less to newspaper reading and only 12 per cent to 30 minutes or more.

5. Magazine Reading

On an average school day 70 per cent of the teenagers report that they look at a magazine, 36 per cent spending more than half an hour. Non-Floridians give a little more attention to magazines than do Floridians. Journalism students are more likely to devote 30 minutes or more to magazine reading than non-journalism students (Table 2).

6. Radio Listening

Almost two out of three teenagers listen to radio an hour or more on an average school day according to Table 3. Non-Floridians tend to spend a little more time than do Floridians in radio listening. Journalism students are more likely to devote 30 minutes or more a day to radio listening than English students. In the Colorado study noted under newspaper reading 63 per cent of the teenagers found more than an hour a day in which to listen to radio.

7. Television Viewing

Three out of four teenagers view television more than half an hour a day and more than half of them set aside an hour or more, according to Table 4. Non-Floridians are more likely to give that much time to viewing than Floridians. Journalism students give more time to television viewing than English students. In the Colorado study 80 per cent of the teenagers viewed television half an hour or more, 29 per cent from one to two hours and 29 per cent more than two hours.

Almost two out of three teenagers listen to radio an hour or more on a typical school day. In the Colorado study the percentage was 63. Almost one-fifth attend a movie once a week.

On an average school day 75 per cent of the teenagers devote 15 minutes or more to reading the newspaper, but 25 per cent gave less than that time or no time at all. The Colorado study reported that 43 per cent gave less than 15 minutes a day to newspaper reading. The average for adults is 32 minutes.

On an average school day 70 per cent of the teenagers report that they look at a magazine; 36 per cent spend more than half an hour.

8. Book Reading

Slightly more than one-third of the teenagers devote 60 minutes or more a day to reading a book not connected with classroom assignments, according to Table 5. Floridians are a little ahead of non-Floridians in this activity. Beginning journalism and senior English classes report that 37 per cent of the students spend an hour or more on book reading not related to instruction, but junior English and advanced journalism students appear to read less.

9. Movie Attendance

Almost one-fifth of the teenagers attend a motion picture once a week on the average, according to Table 6. Floridian teenagers attend movies more often than non-Floridians. English students are more likely to attend movies than journalism students.

Motion picture attendance at drive-ins is slightly higher than at theatres, according to Table 7. Because of the climate, Floridians are much more likely to go to drive-ins.

10. Fine Arts

Rarely do more than one or two students of ten attend plays - other than school plays; concerts other than school concerts; musical comedies, operettas, or opera; or exhibits of painting, sculpture, and other art forms, according to Tables 8-11. Not all of the communities are devoid of local opportunities.

11. High School Newspaper or Magazine

Almost nine out of ten teenagers always or usually read the high school newspaper or magazine, according to Table 12. Non-Floridians give stronger support than Floridians to these school publications. Journalism students are much more likely to read the high school newspaper always than are English students.

12. Preferred Magazine Reading

Since nearly two-thirds of the participants in this study were girls, it is not surprising that girls' or women's magazines are most popular, as Table 13 indicates. More often than not the non-Floridian teenagers devote time to these magazines.

More than one-half seldom if ever read newsmagazines, National Geographic or Holiday. More than nine out of ten appear not to be exposed to Harper's or The Atlantic (see Tables 14-21).

13. Preferred Book Reading

Teenagers appear to prefer non-classroom in this order: romantic fiction, mystery fiction, biography, poetry, science fiction, technology and science, according to Table 22-28. To be sure, "other" books are listed in a catch-all statement, but they presumably cover everything else.

14. Conclusions

These tentative conclusions may be suggested:

1) Teenagers prefer electronic media to printed media.

2) There appears to be no significant difference between Floridian and non-Floridian teenagers.

3) There appear to be almost negligible differences between journalism students and non-journalism students.

4) There appears to be no systematic and sustained attempt to help the teenagers become discerning and discriminating users of mass media in either English or journalism instruction. Perhaps the former stress discernment and discrimination as they relate to literature. Perhaps the latter are preoccupied with journalistic techniques and publication production.

TABLE 1.--Time spent reading hometown daily newspaper on the average school day

	None or No Answer	Less Than 15 Min.	15-29 Min.	30-59 Min.	60-More Min.
Total	2	23	56	14	5
Florida	2	26	54	13	5
Out-of-state	1	22	57	14	6
Junior English	4	26	56	12	2
Senior English	2	28	52	13	5
Beginning Journalism	1	24	57	13	5
Advanced Journalism	1	16	56	25	2
English with Strong Journalism Emphasis	3	12	63	15	7
Edgewater--Orlando	--	24	49	18	9
Plant High--Plant City	3	28	54	13	2
Florida High--Tallahassee	3	30	51	12	4
Wolfson--Jacksonville	2	25	56	14	3
Southwest Miami	1	15	61	16	7
Boone--Orlando	5	28	52	10	5
Northside--Fort Wayne	4	20	56	16	4
Northside--Fort Smith	2	34	49	12	3
Evanston Twp.--Evanston	3	22	51	16	8
Southside--Fort Wayne	--	27	60	8	5
Broad Ripple--Indianapolis	4	15	64	12	5
Piedmont--South Carolina	2	15	62	16	5

TABLE 2.--Time spent reading magazines on an average school day

	None or No Answer	Less Than 15 Min.	15-29 Min.	30-59 Min.	60-More Min.
Total	5	25	34	25	13
Florida	3	26	36	21	14
Out-of-state	4	25	31	25	15
Junior English	6	27	34	21	12
Senior English	4	26	42	19	11
Beginning Journalism	3	23	31	26	17
Advanced Journalism	4	22	24	27	23
English with Strong Journalism Emphasis	5	22	27	34	12
Edgewater--Orlando	6	20	31	22	21
Plant High--Plant City	5	28	44	14	9
Florida High--Tallahassee	1	27	44	20	8
Wolfson--Jacksonville	2	26	39	17	16
Southwest Miami	3	22	30	34	1
Boone--Orlando	4	28	31	21	16
Northside--Fort Wayne	8	23	28	26	15
Northside--Fort Smith	3	28	28	27	14
Evanston Twp.--Evanston	3	27	28	27	15
Southside--Fort Wayne	6	23	50	10	11
Broad Ripple--Indianapolis	3	25	30	25	17
Piedmont--South Carolina	4	23	31	28	14

TABLE 3.--Time spent listening to radio on an average school day

	None or No Answer	Less Than 15 Min.	15-29 Min.	30-59 Min.	60-More Min.
Total	5	8	10	15	62
Florida	5	6	14	13	62
Out-of-state	4	10	7	17	62
Junior English	7	9	14	13	57
Senior English	4	8	13	14	61
Beginning Journalism	4	5	8	12	71
Advanced Journalism	4	5	6	26	57
English with Strong Journalism Emphasis	10	17	7	17	49
Edgewater--Orlando	6	2	17	12	66
Plant High--Plant City	5	2	8	21	64
Florida High--Tallahassee	7	14	30	15	34
Wolfson--Jacksonville	2	3	13	7	75
Southwest Miami	1	9	6	16	68
Boone--Orlando	7	6	14	10	53
Northside--Fort Wayne	4	10	8	19	59
Northside--Fort Smith	3	7	5	15	70
Evanston Twp.--Evanston	7	18	7	16	52
Southside--Fort Wayne	2	6	8	25	59
Broad Ripple--Indianapolis	8	9	7	20	56
Piedmont--South Carolina	6	8	9	8	69

TABLE 4.--Time spent viewing television on an average school day

	None or No Answer	Less Than 15 Min.	15-29 Min.	30-59 Min.	60-More Min.
Total	10	7	8	19	56
Florida	11	8	8	18	55
Out-of-state	8	6	8	20	58
Junior English	16	6	4	17	57
Senior English	8	9	11	20	52
Beginning Journalism	9	4	5	17	65
Advanced Journalism	4	5	9	17	65
English with Strong Journalism Emphasis	10	12	7	34	37
Edgewater--Orlando	17	8	10	21	44
Plant High--Plant City	12	10	9	18	51
Florida High--Tallahassee	12	12	10	20	46
Wolfson--Jacksonville	4	7	9	17	63
Southwest Miami	6	10	7	22	55
Boone--Orlando	18	4	3	17	58
Northside--Fort Wayne	12	5	6	18	59
Northside--Fort Smith	3	4	8	12	73
Evanston Twp.--Evanston	12	14	4	36	34
Southside--Fort Wayne	10	6	9	20	55
Broad Ripple--Indianapolis	8	7	15	21	49
Piedmont--South Carolina	9	1	7	17	66

TABLE 5.--Time spent reading books on an average school day (excluding class-related books)

	None or No Answer	Less Than 15 Min.	15-29 Min.	30-59 Min.	60-More Min.
Total	11	16	17	21	35
Florida	12	15	14	23	36
Out-of-state	9	17	20	20	34
Junior English	15	17	19	22	27
Senior English	10	17	13	23	37
Beginning Journalism	11	14	15	23	37
Advanced Journalism	8	21	23	12	36
English with Strong Journalism Emphasis	--	5	17	19	59
Edgewater--Orlando	19	16	14	33	18
Plant High--Plant City	1	16	12	23	48
Florida High--Tallahassee	9	22	22	16	31
Wolfson--Jacksonville	12	10	16	27	35
Southwest Miami	8	8	9	22	53
Boone--Orlando	18	18	13	18	33
Northside--Fort Wayne	12	18	23	14	33
Northside--Fort Smith	10	24	10	18	38
Evanston Twp.--Evanston	3	5	20	18	54
Southside--Fort Wayne	8	21	21	20	30
Broad Ripple--Indianapolis	13	18	26	20	23
Piedmont--South Carolina	8	11	22	30	29

TABLE 6.--Frequency of attendance at motion picture theatres

	Weekly or Oftener	Once Every 2 Weeks	Once Every 3 Weeks	Once Every 4 Weeks	Less Often
Total	18	21	16	17	28
Florida	21	23	17	13	26
Out-of-state	15	18	18	19	30
Junior English	14	18	16	16	36
Senior English	22	26	18	11	23
Beginning Journalism	20	18	15	19	28
Advanced Journalism	16	19	17	23	25
English with Strong Journalism Emphasis	2	24	15	22	37
Edgewater--Orlando	28	10	13	18	31
Plant High--Plant City	20	26	16	8	30
Florida High--Tallahassee	21	26	20	18	15
Wolfson--Jacksonville	20	32	23	9	16
Southwest Miami	14	30	12	19	25
Boone--Orlando	21	16	14	12	37
Northside--Fort Wayne	8	13	26	26	27
Northside--Fort Smith	23	15	11	18	33
Evanston Twp.--Evanston	5	28	15	18	34
Southside--Fort Wayne	16	27	17	5	25
Broad Ripple--Indianapolis	13	18	28	19	22
Piedmont--South Carolina	19	18	8	16	39

TABLE 7.--Frequency of Attendance at motion picture drive-ins

	Weekly or Oftener	Once Every 2 Weeks	Once Every 3 Weeks	Once Every 4 Weeks	Less Often
Total	11	10	6	8	65
Florida	17	13	9	10	51
Out-of-state	7	5	5	6	77
Junior English	15	9	7	12	57
Senior English	12	13	9	7	59
Beginning Journalism	15	8	6	7	65
Advanced Journalism	5	6	4	11	74
English with Strong Journalism Emphasis	5	3	--	2	90
Edgewater--Orlando	20	16	8	4	52
Plant High--Plant City	7	9	5	14	65
Florida High--Tallahassee	3	8	7	17	65
Wolfson--Jacksonville	25	25	11	5	34
Southwest Miami	10	11	13	7	59
Boone--Orlando	26	11	6	12	45
Northside--Fort Wayne	3	8	6	9	74
Northside--Fort Smith	5	6	4	6	79
Evanston Twp.--Evanston	7	2	--	--	91
Southside--Fort Wayne	2	6	10	11	71
Broad Ripple--Indianapolis	6	--	1	6	87
Piedmont--South Carolina	14	7	8	4	67

TABLE 8.--Plays attended other than school plays

	Weekly or Oftener	Once Every 2 Weeks	Once Every 3 Weeks	Once Every 4 Weeks	Less Often
Total	1	1	2	8	88
Florida	1	1	2	7	89
Out-of-state	1	1	2	9	87
Junior English	1	1	1	5	92
Senior English	1	1	3	11	83
Beginning Journalism	--	2	1	7	90
Advanced Journalism	1	1	--	10	88
English with Strong Journalism Emphasis	--	3	10	12	75
Edgewater--Orlando	--	2	--	4	94
Plant High--Plant City	--	--	--	4	96
Florida High--Tallahassee	3	2	1	15	79
Wolfson--Jacksonville	1	--	4	12	83
Southwest Miami	2	5	2	6	85
Boone--Orlando	--	--	--	5	95
Northside--Fort Wayne	1	2	1	10	86
Northside--Fort Smith	1	6	--	4	96
Evanston Twp.--Evanston	2	2	7	18	71
Southside--Fort Wayne	--	2	4	10	84
Broad Ripple--Indianapolis	--	--	--	7	93
Piedmont--South Carolina	--	1	3	7	89

TABLE 9.--Frequency of attendance at concerts other than school concerts

	Once a Week	Every 2 Weeks	Every 3 Weeks	Every 4 Weeks	Less Often
Total	--	1	2	9	88
Florida	1	1	2	9	87
Out-of-state	1	--	2	9	88
Junior English	--	2	1	8	89
Senior English	1	--	3	9	87
Beginning Journalism	--	--	2	6	92
Advanced Journalism	--	--	1	15	84
English with Strong Journalism Emphasis	--	3	--	17	80
Edgewater--Orlando	--	--	2	6	92
Plant High--Plant City	--	--	3	9	88
Florida High--Tallahassee	--	4	3	11	82
Wolfson--Jacksonville	--	--	1	9	90
Southwest Miami	2	--	--	8	90
Boone--Orlando	3	1	--	10	86
Northside--Fort Wayne	--	--	4	11	85
Northside--Fort Smith	1	--	3	3	93
Evanston Twp.--Evanston	--	2	--	16	82
Southside--Fort Wayne	--	--	2	6	92
Broad Ripple--Indianapolis	--	--	1	11	88
Piedmont--South Carolina	--	--	8	7	90

TABLE 10.--Frequency of attendance at musical comedies, operettas, or opera

	Once a Week	Every 2 Weeks	Every 3 Weeks	Every 4 Weeks	Less Often or No Answer
Total	1	1	2	7	89
Florida	1	1	1	6	91
Out-of-state	1	2	1	9	87
Junior English	1	--	--	6	93
Senior English	1	2	2	7	88
Beginning Journalism	1	3	--	8	88
Advanced Journalism	--	2	--	9	89
English with Strong Journalism Emphasis	2	3	3	7	85
Edgewater--Orlando	2	--	--	2	96
Plant High--Plant City	--	--	--	7	93
Florida High--Tallahassee	--	1	--	11	88
Wolfson-Jacksonville	1	4	4	4	87
Southwest Miami	3	2	1	11	83
Boone--Orlando	1	--	--	3	96
Northside--Fort Wayne	1	2	--	11	86
Northside--Fort Smith	--	1	1	5	93
Evanston Twp.--Evanston	2	2	2	9	85
Southside--Fort Wayne	2	2	2	--	94
Broad Ripple--Indianapolis	--	2	5	9	84
Piedmont--South Carolina	1	2	--	14	83

TABLE 11.--Frequency of attendance at exhibits of paintings, sculpture, and other art forms

	Once a Week	Every 2 Weeks	Every 3 Weeks	Every 4 Weeks	Less Often or No Answer
Total	1	2	3	14	80
Florida	1	3	4	15	77
Out-of-state	1	1	2	13	83
Junior English	1	2	2	11	84
Senior English	1	2	4	15	88
Beginning Journalism	2	2	2	15	79
Advanced Journalism	1	--	1	12	86
English with Strong Journalism Emphasis	3	3	12	24	58
Edgewater--Orlando	--	4	2	14	80
Plant High--Plant City	--	2	2	7	89
Florida High--Tallahassee	3	3	7	18	69
Wolfson--Jacksonville	2	2	5	19	72
Southwest Miami	2	2	5	18	73
Boone--Orlando	2	3	2	14	79
Northside--Fort Wayne	3	2	2	11	82
Northside--Fort Smith	1	--	1	13	85
Evanston Twp.--Evanston	2	2	11	25	61
Southside--Fort Wayne	--	2	--	8	90
Broad Ripple--Indianapolis	--	--	2	11	87
Piedmont--South Carolina	1	--	--	8	91

TABLE 12.--Extent of reading in high school newspaper or magazine

	Yes, Always	Yes, Usually	No, Not Very Often	No, Almost Never	Don't Know
Total	69	20	6	5	--
Florida	61	23	8	7	1
Out-of-state	76	17	4	1	2
Junior English	53	26	14	7	--
Senior English	68	20	5	6	1
Beginning Journalism	70	24	2	1	3
Advanced Journalism	89	10	--	--	1
English with Strong Journalism Emphasis	1	10	7	2	--
Edgewater--Orlando	65	24	2	9	--
Plant High--Plant City	78	13	1	6	2
Florida High--Tallahassee	59	18	12	10	1
Wolfson--Jacksonville	63	25	6	4	2
Southwest Miami	80	15	--	4	1
Boone--Orlando	37	35	18	10	--
Northside--Fort Wayne	73	18	3	1	5
Northside--Fort Smith	73	21	1	1	4
Evanston Twp.--Evanston	75	16	7	2	--
Southside--Fort Wayne	68	25	4	3	--
Broad Ripple--Indianapolis	90	6	1	3	--
Piedmont--South Carolina	70	20	6	1	3

TABLE 13.--Extent of reading of girls' or womens' magazines

	Yes, Always	Yes, Usually	No, Not Very Often	No, Almost Never	Don't Know
Total	31	23	9	27	10
Florida	30	23	9	30	8
Out-of-state	33	22	8	27	10
Junior English	27	19	9	33	12
Senior English	29	25	9	30	7
Beginning Journalism	39	25	8	20	8
Advanced Journalism	36	20	6	27	11
English with Strong Journalism Emphasis	17	22	15	39	7
Edgewater--Orlando	28	21	6	36	9
Plant High--Plant City	21	35	14	21	9
Florida High--Tallahassee	15	23	11	39	12
Wolfson--Jacksonville	47	22	5	19	7
Southwest Miami	32	22	17	22	7
Boone--Orlando	26	20	8	36	10
Northside--Fort Wayne	37	21	7	25	10
Northside--Fort Smith	29	22	10	28	11
Evanston Twp.--Evanston	19	25	13	35	8
Southside--Fort Wayne	16	27	4	40	13
Broad Ripple--Indianapolis	42	23	6	22	7
Piedmont--South Carolina	39	20	9	19	13

TABLE 14.--Extent of reading of Life, Look, or Post

	Yes, Always	Yes, Usually	No, Not Very Often	No, Almost Never	Don't Know
Total	28	40	19	11	2
Florida	27	43	18	10	2
Out-of-state	28	37	20	13	2
Junior English	30	34	25	11	--
Senior English	27	42	17	13	1
Beginning Journalism	23	47	16	10	3
Advanced Journalism	27	49	15	8	1
English with Strong Journalism Emphasis	32	17	27	22	2
Edgewater--Orlando	26	39	16	19	--
Plant High--Plant City	8	48	26	14	4
Florida High--Tallahassee	36	49	6	8	1
Wolfson--Jacksonville	25	44	18	10	3
Southwest Miami	33	53	12	2	--
Boone--Orlando	30	34	24	10	--
Northside--Fort Wayne	16	44	18	9	3
Northside--Fort Smith	25	44	9	20	2
Evanston Twp.--Evanston	28	25	27	20	--
Southside--Fort Wayne	31	27	29	8	5
Broad Ripple--Indianapolis	32	36	17	14	4
Piedmont--South Carolina	20	41	23	11	5

TABLE 15.--Extent of readings of Readers' Digest

	Yes, Always	Yes, Usually	No, Not Very Often	No, Almost Never	Don't Know
Total	26	28	25	18	3
Florida	23	29	27	17	4
Out-of-state	28	28	22	19	3
Junior English	28	32	23	15	2
Senior English	21	27	31	18	3
Beginning Journalism	27	34	19	16	4
Advanced Journalism	33	25	19	18	5
English with Strong Journalism Emphasis	12	10	27	49	2
Edgewater--Orlando	34	25	20	19	2
Plant High--Plant City	14	26	35	21	4
Florida High--Tallahassee	17	28	32	15	8
Wolfson--Jacksonville	20	32	32	11	5
Southwest Miami	28	27	21	24	--
Boone--Orlando	24	32	22	19	3
Northside--Fort Wayne	26	25	26	17	6
Northside--Fort Smith	25	32	27	13	3
Evanston Twp.--Evanston	12	9	29	48	2
Southside--Fort Wayne	14	21	31	29	5
Broad Ripple--Indianapolis	27	32	18	14	4
Piedmont--South Carolina	48	42	6	2	2

TABLE 16.--Extent of reading of fashion magazines in a typical month

	Yes, Always	Yes, Usually	No, Not Very Often	No, Almost Never	Don't Know
Total	25	22	14	30	9
Florida	23	22	17	31	7
Out-of-state	27	22	12	30	9
Junior English	22	20	12	36	10
Senior English	23	21	16	33	7
Beginning Journalism	35	24	13	21	7
Advanced Journalism	26	28	14	9	9
English with Strong Journalism Emphasis	7	27	27	32	7
Edgewater--Orlando	20	20	17	36	7
Plant High--Plant City	17	25	24	25	9
Florida High--Tallahassee	12	15	25	40	8
Wolfson--Jacksonville	34	26	13	20	7
Southwest Miami	27	26	18	24	5
Boone--Orlando	23	22	9	37	9
Northside--Fort Wayne	27	28	11	24	10
Northside--Fort Smith	50	17	9	36	8
Evanston Twp.--Evanston	16	23	21	34	6
Southside--Fort Wayne	22	11	14	40	13
Broad Ripple--Indianapolis	32	19	10	29	10
Piedmont--South Carolina	28	29	10	23	10

TABLE 17.--Extent of reading of Time, Newsweek, or U.S. News

	Yes, Always	Yes, Usually	No, Not Very Often	No, Almost Never	Don't Know
Total	19	22	30	26	3
Florida	16	23	33	25	3
Out-of-state	21	21	26	27	5
Junior English	13	21	30	31	5
Senior English	19	25	30	25	1
Beginning Journalism	13	22	34	25	6
Advanced Journalism	25	25	23	23	4
English with Strong Journalism Emphasis	32	22	15	29	2
Edgewater--Orlando	26	20	25	26	3
Plant High--Plant City	8	30	34	21	2
Florida High--Tallahassee	26	23	30	20	1
Wolfson--Jacksonville	14	26	33	23	4
Southwest Miami	8	25	36	31	--
Boone--Orlando	13	20	33	30	4
Northside--Fort Wayne	22	26	28	16	8
Northside--Fort Smith	7	18	32	39	4
Evanston Twp.--Evanston	37	23	9	31	--
Southside--Fort Wayne	31	16	17	29	7
Broad Ripple--Indianapolis	28	22	28	20	2
Piedmont--South Carolina	5	21	34	30	10

TABLE 18.--Extent of reading of sports magazines

	Yes, Always	Yes, Usually	No, Not Very Often	No, Almost Never	Don't Know
Total	16	14	19	41	10
Florida	15	14	19	42	10
Out-of-state	17	13	20	41	9
Junior English	17	19	19	35	12
Senior English	15	17	18	43	7
Beginning Journalism	15	10	19	43	13
Advanced Journalism	17	6	24	41	12
English with Strong Journalism Emphasis	12	5	17	61	5
Edgewater--Orlando	18	12	17	38	15
Plant High--Plant City	7	12	18	54	9
Florida High--Tallahassee	17	15	13	41	8
Wolfson--Jacksonville	18	15	18	40	9
Southwest Miami	13	14	20	44	9
Boone--Orlando	15	17	21	36	11
Northside--Fort Wayne	17	14	19	35	15
Northside--Fort Smith	8	20	23	41	8
Evanston Twp.--Evanston	8	6	16	61	9
Southside--Fort Wayne	22	17	21	33	7
Broad Ripple--Indianapolis	15	6	19	49	11
Piedmont--South Carolina	24	15	21	30	10

TABLE 19.--Extent of reading of boys' or men's magazines

	Yes, Always	Yes, Usually	No, Not Very Often	Almost Never	Don't Know
Total	13	14	14	47	12
Florida	14	16	14	46	10
Out-of-state	10	13	13	49	15
Junior English	15	19	19	37	10
Senior English	10	17	15	50	8
Beginning Journalism	14	6	10	54	16
Advanced Journalism	7	17	19	43	14
English with Strong Journalism Emphasis	12	7	5	66	10
Edgewater--Orlando	18	18	9	40	15
Plant High--Plant City	9	17	13	50	11
Florida High--Tallahassee	18	20	17	39	6
Wolfson--Jacksonville	8	17	9	57	9
Southwest Miami	10	8	17	56	9
Boone--Orlando	20	15	20	37	5
Northside--Fort Wayne	13	9	15	44	19
Northside--Fort Smith	11	20	15	43	11
Evanston Twp.--Evanston	8	6	11	64	11
Southside--Fort Wayne	10	10	14	50	13
Broad Ripple--Indianapolis	8	10	12	52	18
Piedmont--South Carolina	11	16	14	45	14

TABLE 20.--Extent of reading of National Geographic or Holiday

	Yes, Always	Yes, Usually	No, Not Very Often	No, Almost Never	Don't Know
Total	11	17	21	42	9
Florida	13	19	22	40	6
Out-of-state	9	15	20	44	12
Junior English	10	19	21	37	9
Senior English	13	16	22	43	6
Beginning Journalism	9	18	21	42	10
Advanced Journalism	12	17	14	37	9
English with Strong Journalism Emphasis	7	12	17	54	10
Edgewater--Orlando	12	20	21	38	9
Plant High--Plant City	8	7	18	58	9
Florida High--Tallahassee	10	15	31	37	7
Wolfson--Jacksonville	13	23	27	34	3
Southwest Miami	17	20	21	37	5
Boone--Orlando	17	23	15	37	8
Northside--Fort Wayne	9	12	22	46	11
Northside--Fort Smith	7	14	21	43	15
Evanston Twp.--Evanston	7	15	19	49	10
Southside--Fort Wayne	10	15	12	44	19
Broad Ripple--Indianapolis	12	22	22	35	9
Piedmont--South Carolina	5	12	20	46	19

TABLE 21.--Extent of reading of Harper's or Atlantic

	Yes, Always	Yes, Usually	No, Not Very Often	No, Almost Never	Don't Know
Total	2	4	10	66	18
Florida	1	5	10	66	18
Out-of-state	1	4	10	65	20
Junior English	1	2	8	65	24
Senior English	2	6	9	70	13
Beginning Journalism	2	5	9	62	22
Advanced Journalism	1	4	9	67	19
English with Strong Journalism Emphasis	--	7	27	61	5
Edgewater--Orlando	--	2	10	69	19
Plant High--Plant City	--	2	5	79	14
Florida High--Tallahassee	3	5	10	67	15
Wolfson--Jacksonville	--	6	7	68	19
Southwest Miami	5	10	14	63	8
Boone--Orlando	1	3	10	60	26
Northside--Fort Wayne	1	2	9	63	25
Northside--Fort Smith	2	3	6	63	26
Evanston Twp.--Evanston	--	7	23	62	8
Southside--Fort Wayne	2	--	10	71	17
Broad Ripple--Indianapolis	1	2	3	77	17
Piedmont--South Carolina	3	7	12	58	20

TABLE 22.--Extent of reading of fiction (romance and adventure) in a typical week

	No Time Spent	Less Than 1 Hour	1-2 Hours	2-3 Hours	3+ Hours
Total	21	35	22	10	12
Florida	20	36	21	9	14
Out-of-state	21	34	24	10	11
Junior English	24	36	20	10	10
Senior English	19	37	21	10	15
Beginning Journalism	19	32	28	7	15
Advanced Journalism	27	30	27	11	5
English with Strong Journalism Emphasis	17	22	24	15	22
Edgewater--Orlando	32	31	24	2	11
Plant High--Plant City	10	37	28	11	16
Florida High--Tallahassee	18	41	18	22	11
Wolfson--Jacksonville	14	42	21	11	12
Southwest Miami	23	27	27	4	19
Boone--Orlando	27	34	15	10	14
Northside--Fort Wayne	24	35	25	8	8
Northside--Fort Smith	26	34	21	12	7
Evanston Twp.--Evanston	19	23	24	10	24
Southside--Fort Wayne	29	43	15	4	9
Broad Ripple--Indianapolis	25	38	28	8	1
Piedmont--South Carolina	12	28	29	14	17

TABLE 23.--Extent of reading of fiction (mystery, detective) in a typical week

	No Time Spent	Less Than 1 Hour	1-2 Hours	2-3 Hours	3+ Hours
Total	36	35	18	6	5
Florida	37	35	17	5	6
Out-of-state	34	36	17	7	6
Junior English	36	35	17	18	4
Senior English	36	35	19	5	5
Beginning Journalism	33	37	16	7	7
Advanced Journalism	38	36	17	6	3
English with Strong Journalism Emphasis	34	32	22	2	10
Edgewater--Orlando	57	18	14	4	7
Plant High-- Plant City	31	44	12	9	4
Florida High--Tallahassee	36	35	19	5	2
Wolfson--Jacksonville	31	40	19	4	6
Southwest Miami	32	34	18	5	11
Boone--Orlando	36	35	18	6	5
Northside--Fort Wayne	40	36	14	7	3
Northside--Fort Smith	42	32	16	5	5
Evanston Twp.--Evanston	39	27	21	2	11
Southside--Fort Wayne	31	39	19	4	7
Broad Ripple--Indianapolis	35	46	13	5	1
Piedmont--South Carolina	25	32	23	13	7

TABLE 24.--Extent of the reading of biography in a typical week

	No Time Spent	Less Than 1 Hour	1-2 Hours	2-3 Hours	3+ Hours
Total	45	37	12	3	3
Florida	44	38	13	2	3
Out-of-state	46	36	12	3	3
Junior English	47	39	12	1	1
Senior English	44	39	13	3	1
Beginning Journalism	48	33	13	2	5
Advanced Journalism	38	44	10	5	3
English with Strong Journalism Emphasis	39	29	22	7	3
Edgewater--Orlando	37	26	10	7	--
Plant High--Plant City	36	44	14	4	2
Florida High--Tallahassee	46	35	17	--	2
Wolfson--Jacksonville	36	48	11	2	3
Southwest Miami	45	32	12	4	7
Boone--Orlando	45	37	15	1	2
Northside--Fort Wayne	46	38	12	1	3
Northside--Fort Smith	53	28	12	4	3
Evanston Twp.--Evanston	33	42	17	6	2
Southside--Fort Wayne	52	27	12	6	3
Broad Ripple--Indianapolis	55	35	7	3	--
Piedmont--South Carolina	41	39	12	2	6

TABLE 25.--Extent of the reading of poetry in a typical week

	No Time Spent	Less Than 1 Hour	1-2 Hours	2-3 Hours	3+ Hours
Total	47	35	12	3	3
Florida	40	40	14	2	4
Out-of-state	52	32	11	2	3
Junior English	50	35	11	2	2
Senior English	44	38	12	3	2
Beginning Journalism	45	32	14	5	4
Advanced Journalism	50	38	11	--	1
English with Strong Journalism Emphasis	39	37	2	2	2
Edgewater--Orlando	59	32	6	--	3
Plant High--Plant City	29	62	7	2	--
Florida High--Tallahassee	40	40	13	2	5
Wolfson--Jacksonville	48	39	8	3	2
Southwest Miami	50	24	14	6	6
Boone--Orlando	57	28	8	2	5
Northside--Fort Wayne	54	29	12	3	2
Northside--Fort Smith	53	25	15	4	3
Evanston Twp.--Evanston	37	36	21	2	4
Southside--Fort Wayne	62	27	6	5	--
Broad Ripple--Indianapolis	51	36	9	1	3
Piedmont--South Carolina	54	37	4	2	3

TABLE 26.--Extent of reading of technical or scientific material in a typical week

	No Time Spent	Less Than 1 Hour	1-2 Hours	2-3 Hours	3+ Hours
Total	61	21	10	3	5
Florida	59	21	10	4	6
Out-of-state	62	21	10	3	4
Junior English	54	27	10	8	1
Senior English	60	21	9	4	6
Beginning Journalism	65	21	6	2	6
Advanced Journalism	59	21	12	5	3
English with Strong Journalism Emphasis	63	20	15	--	2
Edgewater--Orlando	79	10	2	2	7
Plant High--Plant City	47	21	16	7	9
Florida High--Tallahassee	40	35	17	1	7
Wolfson--Jacksonville	71	17	4	4	4
Southwest Miami	61	13	15	2	9
Boone--Orlando	55	28	7	8	2
Northside--Fort Wayne	55	28	7	8	2
Northside--Fort Smith	62	21	8	1	8
Evanston Twp.--Evanston	58	24	12	2	4
Southside--Fort Wayne	54	23	16	4	3
Broad Ripple--Indianapolis	73	11	13	--	3
Piedmont--South Carolina	67	17	6	7	3

TABLE 27.--Extent of reading of science fiction in a typical week

	No Time Spent	Less Than 1 Hour	1-2 Hours	2-3 Hours	3+ Hours
Total	53	30	9	3	5
Florida	32	31	10	3	4
Out-of-state	54	28	10	2	6
Junior English	50	31	10	4	5
Senior English	55	31	9	2	3
Beginning Journalism	51	32	8	2	7
Advanced Journalism	52	26	13	4	5
English with Strong Journalism Emphasis	54	37	7	--	--
Edgewater--Orlando	69	16	6	--	9
Plant High--Plant City	38	37	17	2	6
Florida High--Tallahassee	50	36	7	5	2
Wolfson--Jacksonville	48	39	8	3	2
Southwest Miami	50	24	14	6	6
Boone--Orlando	57	28	8	2	5
Northside--Fort Wayne	51	32	10	--	7
Northside--Fort Smith	57	23	12	3	5
Evanston Twp.--Evanston	62	29	5	2	2
Southside--Fort Wayne	47	36	6	4	7
Broad Ripple--Indianapolis	67	23	6	2	2
Piedmont--South Carolina	40	32	14	6	8

TABLE 28.--Extent of reading in other books--other than fiction, poetry, biography, science, and technical books

	No Time Spent	Less Than 1 Hour	1-2 Hours	2-3 Hours	3+ Hours
Total	15	34	23	13	15
Florida	13	36	24	11	16
Other	17	32	23	13	15
Junior English	16	39	24	9	12
Senior English	16	31	23	14	16
Beginning Journalism	17	33	24	9	17
Advanced Journalism	15	36	20	14	10
English with Strong Journalism Emphasis	7	17	27	25	24
Edgewater--Orlando	23	39	18	10	10
Plant High--Plant City	9	29	25	16	21
Florida High--Tallahassee	12	33	35	12	8
Wolfson--Jacksonville	11	42	20	11	16
Southwest Miami	10	37	22	15	16
Boone--Orlando	17	35	22	9	17
Northside--Fort Wayne	20	39	21	12	8
Northside--Fort Smith	20	33	12	13	22
Evanston Twp.--Evanston	8	20	25	20	27
Southside--Fort Wayne	14	33	23	13	17
Broad Ripple--Indianapolis	21	38	30	8	3
Piedmont--South Carolina	18	27	26	13	16